

**NEWS RELEASE****FOR IMMEDIATE RELEASE****October 5, 2006**

## **Dentsu e-marketing One, Netyear Group and ABeam Consulting Announce the Establishment of Dentsu Netyear ABeam, a Company Specializing in the Development of Marketing Strategies**

Dentsu e-marketing One Inc. (President: Masatoshi Miyata; Headquarters: Tokyo), a subsidiary of Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen), announced today that it has agreed to establish a new Dentsu group company, Dentsu Netyear Abeam Inc., together with Netyear Group Corporation (President & CEO: Fujiyo Ishiguro, Headquarters: Tokyo) and ABeam Consulting Ltd. (President: Kazumasa Nishioka; Headquarters: Tokyo). The new company, which will specialize in developing new types of marketing strategies, will commence operations on November 1, 2006.

Dentsu Netyear ABeam will provide support services to clients such as those aiming to launch new businesses or wanting to redesign existing sales methods. It will help develop prototypes of business models, as well as cross-media-based customer relationship management (CRM) strategies through the integration of traditional mass media and retail channels with interactive media.

Driven by factors such as the rapid spread of the Internet and advances in database management technology, clients are seeking to develop flexibility in marketing strategies and obtain higher returns on investment (ROI). To respond to such client needs, the three companies decided to form the new venture to provide integrated support in the area of strategic marketing planning and to further reinforce Dentsu e-marketing One's one-stop marketing solution service. In addition, Netyear Group will contribute its expertise in Internet-focused strategic planning and execution, and ABeam Consulting in management consulting services, especially quantitative value analysis from a managerial perspective.

With this partnership, the Dentsu Group aims to bolster its capabilities in such areas as Internet-related strategic planning and execution, and quantitative value analysis from a managerial perspective; the Netyear Group aspires to strengthen its capabilities in cross-media strategy; and ABeam Consulting plans to build linkages with its proprietary consulting system based on quantitative value analysis, which focuses on strategic management planning from a financial perspective.

An outline of the new company and profiles of the three joint venture partners follows.

### **Outline of the New Company**

Company Name:	Dentsu Netyear ABeam Inc.
Location:	Hamarikyu Kensetsu Plaza, 5-5-12, Tsukiji, Chuo-ku, Tokyo (tentative)
Principal Business:	Strategic marketing planning
Capital:	60 million yen
Shareholding Ratio:	Dentsu e-marketing One Inc. 70%, Netyear Group Corporation 20%, ABeam Consulting Ltd. 10%
Directors:	President: Naohiko Oikawa Directors: Masatoshi Miyata, Junichi Kanno, Fujiyo Ishiguro, Toshiko Oka
Employees:	25 (tentative)

### **Profile of Dentsu e-marketing One Inc.**

Location:	5F, Hamarikyu Kensetsu Plaza, 5-5-12, Tsukiji, Chuo-ku, Tokyo
Capital:	442.5 million yen
Date Established:	April 1, 2004
Shareholding Ratio:	Dentsu Inc. 51.0%, Information Services International-Dentsu, Ltd. 33.5%, Dentsu Tec Inc. 7.2%, ABeam Consulting Ltd. 6.9%, Cyber Communications Inc. 1.4%
President:	Masatoshi Miyata

Principal Businesses: Strategic marketing planning, response management, direct marketing support, marketing system planning and development, promotion services, interactive promotion planning and execution, database marketing, etc. In addition, combinations of the aforementioned services along with strategy formulation, system development, production, execution and operation services

Employees: 100

### **Profile of Netyear Group Corporation**

Location: 5F, Cerulean Tower, 26-1, Sakuragaoka-cho, Shibuya-ku, Tokyo

Capital: 423.25 million yen

Date Established: July 7, 1999

President & CEO: Fujiyo Ishiguro

Principal Businesses: Full service interactive marketing company including marketing strategy development, digital branding, various types of Web site development and maintenance, creative design, Web system development, and interactive promotion.

Employees: 120

### **Profile of ABeam Consulting Ltd.**

Location: Yurakucho Building, 1-10-1, Yurakucho, Chiyoda-ku, Tokyo

Capital: 6,200 million yen

Date Established: April 1, 1981

President: Kazumasa Nishioka

Principal Businesses: Management consulting (management diagnosis, strategic planning, M&A, alliances), business process consulting (business process reengineering, organizational redesign, outsourcing management), IT consulting (IT strategy, IT planning, system development, package introduction, maintenance)

Employees: 2,441 (as of April 1, 2006)

Contact: Yukihiro Oguchi  
Senior Manager  
Corporate Communications Division  
Dentsu Inc.  
Telephone: (813) 6216-8042  
E-mail: yukihiro.oguchi@dentsu.co.jp

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